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SUBJECT: PRESS RELEASE FOR POLYMERY-74

FOR JIM BLOW

PRESS RELEASE: POLYMERY -74

THE U.S. COMMERCE DEPARTMENT IS SPONSORING THE PARTICIPATION OF THIRTY U.S. COMPANIES IN AN INTERNATIONAL TRADE EXHIBITION IN THE SOVIET UNION THIS FALL. THE EXHIBITION, ENTITLED " POLYMERY '74", DEALS WITH THE SYNTHESIS AND PROCESSING OF POLYMERS. IT IS SCHEDULED TO RUN FROM THE 3RD THROUGH THE 16TH OF SEPTEMBER IN MOSCOW'S SOKOLNIKI PARK. OVER TWENTY COUNTRIES INCLUDING THE UNITED STATES ARE SHOWING A WIDE RANGE OF CHEMICAL PROCESSING EQUIPMENT, PRODUCTS AND TECHNOLOGIES WHICH THEY WISH TO INDTRODUCE IN THE SOVIET MARKET. THE EXHIBITION, WHICH DOES NOT INCLUDE A SOVIET PAVILION, WAS ORGANIZED JOINTLY BY THE U.S.S.R. CHAMBER OF COMMERCE AND INDUSTRY AND THE SOVIET FOREIGN TRADE AGENCIES RESPONSIBLE FOR THE PURCHASE

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ABROAD OF THE TYPES OF PRODUCTS AND PROCESSES BEING EXHIBITED.

THE U.S. CONTINGENT IS HOUSED IN SOKOLNIKI'S PAVILION NO. 2, WHICH WAS BUILT BY THE UNITED STATES IN 1959 FOR THE FIRST LARGE POSTWAR U.S. EXHIBITION IN THE SOVIET UNION. THE U.S. FIRMS AT "POLYMERY '74" ARE EXHIBITING OVER HALF A MILLION DOLLARS WORTH OF EQUIPMENT AND PRODUCTS, AND AN ESPECIALLY LARGE NUMBER OF GRAPHICS DEPICTING PROCESSES AND EQUIPMENT WHICH DO NOT LEND THEMSELVES WELL FOR EXHIBITION PURPOSES. HALF OF THE PARTICIPATING U.S. FIRMS ARE NEW TO THE SOVIET MARKET. NONE OF THE EQUIPMENT AND PRODUCTS BEING SHOWN HAVE SO FAR BEEN DETERMINED AS REQUIRING VALIDATED LICENSES.

IN LINE WITH THE CURRENT U.S. POLICY OF ENCOURAGING COMMERCIAL CONTACTS WITH THE SOVIET UNION, THE U.S. COMMERCE DEPARTMENT IS PROVIDING A NUMBER OF EXHIBIT SERVICES INCLUDING OVERALL DESIGN AND FABRICATION, PACKING AND UNPACKING AND PLACEMENT OF EXHIBITORS' MATERIALS, OVERALL MANAGEMENT, AND OTHERS. COMMERCE WILL ALSO TAKE RESPONSIBILITY FOR SPECIFIED SHIPMENT COSTS HOME, SHOULD THOSE BE NECESSARY. COMMERCE DEPARTMENT DIRECTOR FOR THE U.S. SECTION IS WILLIAM R. VITOUS.

CONSULTING SERVICES ON MARKETING AND TRADE ARRANGEMENTS WILL BE PROVIDED AT THE EXHIBIT SITE BY STAFF MEMBERS OF THE COMMERCE DEPARTMENT'S BUREAU OF EAST-WEST TRADE, WORKING IN CLOSE COOPERATION WITH REPRESENTATIVES OF THE NEW U.S. COMMERCIAL OFFICE IN MOSCOW. AS PART OF THE BUREAU'S TRADE DEVELOPMENT ASSISTANCE PROGRAM, EXHIBITORS ALSO RECEIVED PRE-EXHIBITION BRIEFINGS IN WASHINGTON ON THE SHOW ARRANGEMENTS, THE SOVIET TRADE ORGANIZATIONS AND THEIR FUNCTIONS, AND ON THE PROCESS OF MARKETING IN THE HIGHLY CENTRALIZED STATE-RUN ECONOMIES.

A SOVIET COMMERCIAL BUREAU WILL BE ESTABLISHED NEAR THE EXHIBITION TO PROVIDE THE EXHIBITORS EASY ACCESS TO REPRESENTATIVES OF THE SOVIET BUYING ORGANIZATIONS.

SUCH TRADE EXHIBITIONS HAVE PROVED IN THE PAST TO BE AN EFFECTIVE WAY OF ENTERING THE SOVIET MARKET. TWO PREVIOUS EXHIBITIONS, MACHINE TOOLS '74" AND 'HEALTH '74" RESULTED THIS YEAR IN MILLIONS OF DOLLARS WORTH OF U.S. OFF-THE-FLOOR SALES AND THE PROSPECTS FOR A HEAVY VOLUME OF FOLLOW-ON SALES.

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THE SOVIET UNION PRESENTS A LARGE POTENTIAL MARKET FOR POLYMERS PRODUCTS AND PROCESSES. FOR EXAMPLE, THE CURRENT FIVE - YEAR PLAN CALLS FOR A 211 PER CENT INCREASE IN THE PRODUCTION OF SYNTHETIC RESINS AND PLASTICS BETWEEN 1970 AND 1975.

TO SUPPORT THESE AND OTHER TARGETS IN THE INDUSTRY, THE SOVIETS ARE EXPECTED TO BUY A HEAVY QUANTITY OF POLYMER

PRODUCTION EQUIPMENT, PRODUCTS AND PROCESSES FROM THE
WEST. KISSINGER

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